

Practitioner's Docket No. 1007P0010US

PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Marotta et al.  
Application No.: 10/063,040  
Filed: 03/14/2002  
Examiner: Unknown  
Group No.: 2161  
For: Content Submission System and Methods of Use and Doing Business

Commissioner for Patents  
Washington, D.C. 20231

## PRELIMINARY AMENDMENT

RECEIVED  
JAN 16 2003  
Technology Center 2600

Sir:

Please amend the present patent application in the following manner before substantive examination thereof.

## IN THE SPECIFICATION:

Please amend the Cross Reference to Related Applications to read as follows:

A1  
The present application is a non-provisional application based on USSN (Corporate Docket No. SGUS00018), filed April 5, 2001, also entitled "Content Submission System and Method of Use and Doing Business". The content of this provisional application is hereby incorporated by reference in its entirety.

Please amend paragraph 01 to read as follows:

A2  
The advertising clearance process ensures that the advertising spots that agencies create for their advertisers meet the standards imposed by the Agency's Network Clearance